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9/23/57

fashion calendar

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NEW YORK 21, N. Y.
TRAFALGAR 9-2343

17th YEAR • A WEEKLY PUBLICATION

RUTH FINLEY, EDITOR

FRANCES HUGHES, ASSOCIATE EDITOR

january - 1958

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FASHION CALENDAR

NOTE: Events are repeated until they take place. New events, last minute changes and revisions are added each week as quickly as scheduled. FASHION CALENDAR asks your indulgence for the unavoidable changes and new events that come up between issues.

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
<u>WEEK ENDING FRIDAY, SEPTEMBER 20, 1957</u>			
Friday Sept. 20 9:00 A.M. Breakfast; 12:00 Noon Luncheon	IMPORT FASHIONS AT TWO SHOWINGS Commentator: Carmel Snow, editor, "Harper's Bazaar." \$5.50, members; \$8.00, guest; Luncheon: \$7.50, members; \$10.00, guest (one per member). Co-Chairmen: Margaret deMille and Bettina Ballard. Contact: CI. 7-3940.	THE FASHION GROUP, INC. (9 ROCKEFELLER PLAZA)	WALDORF-ASTORIA GRAND BALLROOM
Friday Sept. 20 2:30 P.M.- 5:00 P.M.	INFORMAL SHOWING OF PARIS SHOES Roger Vivier, Christian Dior shoe designer from Paris, will meet the press at an informal showing. By invitation. Publ: Helene Obolensky, JU.2-9090.	CHRISTIAN DIOR SHOES	730 FIFTH AVENUE SUITE 1201
<u>WEEK BEGINNING MONDAY, SEPTEMBER 23, 1957</u>			
Monday Sept. 23 11:30 A.M.	PRESS PREVIEW: FRENCH BOUTIQUE FASHIONS Showing of Bendel's French boutique fashions to the press. By invitation. Publicity: Winifred Galbraith, CI. 7-1100.	HENRI BENDEL, INC.	10 WEST 57TH STREET SALON
Monday Sept. 23 12:30 P.M. Luncheon	PREVIEW OF "CURON": EXHIBIT & PRESS SHOW Exhibit from 11:00 A.M. in Sert Room, showing the Curtiss-Wright product "Curon" and its various uses: carpet underlay material; clothing inter- lining; household cleaning products; cushioning material; wall tiles; and many new applications. Open to allied fields, Sept. 24-27, from 10:00 A.M. to 7:00 P.M. By invitation. Contact: Arthur J. Donnelly, Jr. (Wood- Ridge, New Jersey) Webster 3-0800, Ext. 4185.	CURTISS-WRIGHT CORP. (WOOD-RIDGE, N.J.)	WALDORF-ASTORIA EMPIRE ROOM
Monday Sept. 23 12:30 P.M. Luncheon	FALL COLLECTION AT FASHION SHOW Showing of Richard Cole's daytime and evening fashions, available at Bonwit Teller. Press by invitation. Public by reservation; contact: PL. 9-3000, Ext. 176. Plaza Fashion Director: Mary Alice Rice, CI. 6-1790.	RICHARD COLE, INC. (498 SEVENTH AVENUE)	HOTEL PLAZA PERSIAN ROOM
Monday Sept. 23 3:30 P.M. Cocktails	PREVIEW: CRUISE AND SUMMER SWIMSUITS Preview of 1958 swimsuit collection. <u>Showing at 4:00 P.M.</u> By invitation. Contact: Marion Cherry, at Diamond-Barnett, 6 E. 45th St., MU, 2-7025.	ROXANNE SWIM SUIT CO. (1407 BROADWAY)	SAVOY PLAZA HOTEL SAVOY ROOM
Monday Sept. 23 5:00 P.M.- 7:00 P.M.	PREVIEW: MEN'S NECKWEAR--- HOLIDAY & CRUISE Showing of men's neckwear, jewelry and toiletries. By invitation. Publicity: Mary Marsh Associates, 2 West 46th St., PL. 7-5809.	COUNTESS MARA	338 PARK AVENUE

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Beginning Monday Sept. 23	OPENING: HOLIDAY & RESORT DRESSES Showing of young women's and half-size dresses, designed by Keith Adams. Continuous thereafter. Contact: Frank Snyder, WI. 7-1546.	RADIANT DRESS CO., INC.	525 SEVENTH AVENUE SHOWROOM - 19TH FLOOR
Beginning Monday Sept. 23	OPENING OF HOLIDAY AND RESORT FASHIONS Daily by appointment. Contact: Joni Johnstone, LO. 3-7468.	M. NADIER & CO.	530 SEVENTH AVENUE PENTHOUSE
Tuesday Sept. 24- Sept. 25 9:00 A.M. Breakfast	PRESS PREVIEW OF NEW PRINT FABRICS Fuller Fabrics will present a press preview of Boussac prints on American cottons: <u>Tues., Sept. 24 to fashion press; Wed., Sept. 25, resident buyers.</u> By invitation. Contact: Marcelle Feybusch, OX. 5-1700.	FULLER FABRICS CORP.	STEVENS BUILDING 1460 B'WAY - 2ND FL.
Tuesday Sept. 24 11:00 A.M.	PRESS PREVIEW OF CUSTOM-ORDER FASHIONS Mainbocher will present his custom-order collection to the press. By invitation. Publicity: Eleanor Lambert, MU. 8-2130.	MAINBOCHER	6 EAST 57TH STREET SALON
Tuesday Sept. 24 11:30 A.M.	PRESS PREVIEW OF GIFTS AND ANTIQUES Bergdorf Goodman will preview their collection of gifts and antiques to the press. By invitation. Publicity: Florence Neff, PL. 3-7300.	BERGDORF GOODMAN	4TH FLOOR
Tuesday Sept. 24 12:30 P.M. Luncheon	PRESS PREVIEW: MEN'S RESORT-CRUISE SHIRTS "Jouré"--a collection of sport shirts "To Let The Light In" inspired by the French open-weave fabrics. By invitation. Contact: OR. 9-1256.	ALFRED OF NEW YORK (10 EAST 40TH STREET)	GASLIGHT CLUB 124 EAST 56TH STREET
Tuesday Sept. 24 12:30 P.M. Luncheon	FALL CUSTOM FASHIONS AT LUNCHEON SHOW Showing of Fall custom-made collection. Press by invitation. Public by reservation; Headwaiter, EL. 5-3000. Fontayne contact: PL. 3-6677.	FONTAYNE (331 E. 55TH ST.)	WALDORF-ASTORIA EMPIRE ROOM
Beginning Tuesday Sept. 24 2:30 P.M.	SUIT COLLECTION DESIGNED BY STEFAN Showing of collection designed especially for October, November and Decem- ber. Continuous thereafter. Contact: Isabelle Crawford, BR. 9-7700.	BRIARBROOK	512 SEVENTH AVENUE SHOWROOM - 11TH FLOOR
Tuesday Sept. 24 4:00 P.M. Cocktails	PREVIEW OF SWIMSUITS AND TRAVEL WARDROBE Resort and Spring preview of Jantzen swimsuits and sunclothes; also travel wardrobe of coats, suits and dresses, designed by Jeri Holmes. By invita- tion. Publicity: Lillian Zmania, OX. 7-0811.	JANTZEN, INC. (261 MADISON AVE.)	HOTEL PIERRE GRAND BALLROOM
Beginning Tuesday Sept. 24	OPENING OF HOLIDAY SPORTSWEAR FASHIONS Daily showing of sportswear collection designed by Pembroke Squires and Frank Smith. Contact: Bernard Masket, BR. 9-7160.	MASKET BROS.	498 SEVENTH AVENUE SHOWROOM - 9TH FLOOR
Wednesday Sept. 25 9:30 A.M. Breakfast	PRESS PREVIEW OF FALL SHOE FASHIONS Preview of Fall shoes. (This show had originally been scheduled for Sept. 12.) By invitation. Publicity: Gloria Geis, MU. 5-2300.	ARNOLD CONSTABLE	STREET FLOOR SHOE SALON

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Wednesday Sept. 25 10:00 A.M.	PRESS PREVIEW: HOLIDAY AND RESORT COLLECTION Showing of the Adele Simpson Holiday and Resort collection to the press. By invitation. Publicity: Eleanor Lambert, 785 Fifth Ave., MU. 8-2130.	ADELE SIMPSON, INC.	530 SEVENTH AVENUE SHOWROOM - 23RD FLOOR
Wednesday Sept. 25 12:30 P.M. Luncheon	BEN GERSHEL FASHIONS AT LUNCHEON SHOW Fall coats and suits by Ben Gershel, available at Altman's. Press by invitation. Public by reservation. Altman Publ: Eleanor Horton, MU. 9-7000.	B. ALTMAN & CO.	WALDORF-ASTORIA EMPIRE ROOM
Wednesday Sept. 25 12:30 P.M. Luncheon	FALL COLLECTION DURING LUNCHEON Showings of Fall dresses with Schiaparelli furs, hats, bags, shoes and parasols. Press by invitation. Public by reservation; contact: "Beverly", TE. 8-8000. Schiaparelli contact: Alfred Davidson, PL. 5-0868. Pierre Fashion Director, Nola Luxford, TE. 8-8000.	SCHIAPARELLI & LEADING DESIGNERS	HOTEL PIERRE COTILLION ROOM
Sept. 26	ROSH HASHONAH --- First Day of Jewish New Year --- (Thursday).		
Monday Sept. 30 11:30 A.M.	PRESS PREVIEW: FALL AND WINTER FURS Fall and Winter furs, designed by Emeric Partos. (<u>Note Change of Date.</u>) By invitation. Publicity: Florence Neff, PL. 3-7300.	BERGDORF GOODMAN	2ND FLOOR
Monday Sept. 30 2:30 P.M.	OPENING OF CRUISE SPORTSWEAR FASHIONS Showing of casual and golf dresses; also separates collection. Daily thereafter at 2:30 P.M. Contact: Joseph Sussman, WI. 7-0132.	JAMISON CLASSICS, INC.	498 SEVENTH AVENUE SHOWROOM - 24TH FLOOR
Monday Sept. 30 4:00 P.M. Cocktails	PREVIEW OF RESORT & SPRING SEPARATES Haymaker's Resort and Spring collection of shirts and separates to press and buyers. By invitation. Publicity: Terry Mayer, BR. 9-6560.	HAYMAKER	498 SEVENTH AVENUE SHOWROOM - 23RD FLOOR

RESORT-SPRING COLLECTIONS BY THE CREATORS OF AMERICAN FASHIONS, INC.

<u>MONDAY, SEPT. 30</u>			
Zoltan Rosenberg Co.	2.30 P.M.	550	7th, LA. 4-6691
<u>TUESDAY, OCT. 1</u>			
Kane-Weill.	10:30 A.M.	498	7th, LO. 5-3041
Sport-Craft, Inc.	2:30 P.M.	550	7th, LA. 4-9724
<u>WEDNESDAY, OCT. 2</u>			
Davidow.	By appointment.	550	7th, PE. 6-6909
David M. Goodstein, Inc.	10:30 A.M.	498	7th, LA. 4-2577

Tuesday Oct. 1 8:45 A.M. Breakfast	PRESS PREVIEW: RESORT- SUMMER SWIMWEAR "Flight Into Beauty"---preview of Resort and Summer swimwear by Robby Len. By invitation only. Publ: Eileen Milling, 161 E. 37th St., MU. 5-8768	ROBBY LEN, INC. (1410 BROADWAY)	WALDORF-ASTORIA FERROQUET SUITE
Tuesday Oct. 1 9:30 A.M. Breakfast	PREVIEW OF FALL AND WINTER FURS By invitation. Contact: Mrs. S.K. Steffen, CI. 7-1388. Publicity: Vera Bacal-Fredy Schey, 419 East 57th Street, PL. 3-8421.	MAXIMILIAN FURS, INC.	20 WEST 57TH STREET SALON - 3RD FLOOR

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Beginning Tuesday Oct. 1 10:30 A.M.	OPENING: RESORT AND EARLY SPRING COLLECTION Kane-Weill and Wiley Petites collections at 10:30 A.M. Rose, LO. 5-3041.	KANE-WEILL	498 SEVENTH AVENUE SHOWROOM - 22ND FLOOR
Tuesday Oct. 1 11:00 A.M.	PRESS PREVIEW: RESORT AND HOLIDAY MILLINERY Miss Mary will present her Resort and Holiday millinery to the press and buyers. By invitation. Publ.: Maud G. Moody, 347 Fifth Ave., LE. 2-5562.	MISS MARY	37 WEST 57TH STREET SALON
Tuesday Oct. 1 12:00 Noon Luncheon	PRESS PREVIEW OF RESORT COLLECTION Showing of misses dresses and costumes designed by Miss Lucel and Mr. Nino. By invitation. Daily thereafter at 12:00 Noon. Contact: WI. 7-0152.	ALISON	530 SEVENTH AVENUE SHOWROOM - 15TH FLOOR
Tuesday Oct. 1 12:30 P.M. Luncheon	DIAMONDS-INTERNATIONAL AWARDS LUNCHEON Presentation of 23 Awards to designers from five nations for diamond jewelry design and display, chosen from sketches submitted anonymously to selection committee: Mrs. Cornelius Vanderbilt Whitney, Mrs. Jack Adair, Mrs. Brooks McCormick, Mrs. Robert Windfohr and Mrs. Francis Griffin. By invitation. Contact: Mildred Kosick, PL. 7-5700.	N.W. AYER & SON, INC. (30 ROCKEFELLER PLAZA)	WALDORF-ASTORIA STARLIGHT ROOF
Tuesday Oct. 1 12:30 P.M. Luncheon	JANE DERBY'S COUTURE COLLECTION AT LUNCHEON De Pinna will present Jane Derby's couture fashions. Press by invitation. Public by reservation; contact: PL. 5-1000. De Pinna Publicity: Helen Daub, MU. 8-2000. Produced by Mary Alice Rice, CI. 6-1790.	DE PINNA	HOTEL AMBASSADOR BALLROOM
Tuesday Oct. 1 1:15 P.M.	OPENING: HOLIDAY AND CRUISE COLLECTION Showing of cocktail and evening dresses. Daily thereafter by appointment. Contact: Lucile Gordon, LO. 5-2727.	GOTHE	530 SEVENTH AVENUE SHOWROOM - 4TH FLOOR
Tuesday Oct. 1 2:30 P.M. Cocktails	PREVIEW: RESORT AND SPRING DRESSES David Crystal will present their collection of Resort and Spring dresses to press and buyers. (<u>Note Change of Time</u>). By invitation. <u>Thereafter at 10:30 A.M.</u> Contact: Terry Mayer, BR. 9-6560.	DAVID CRYSTAL, INC.	498 SEVENTH AVENUE SHOWROOM - 23RD FLOOR
Tuesday Oct. 1 4:00 P.M. Cocktails	PRESS PREVIEW: CRUISE & RESORT FASHIONS Press preview of swimwear, sportswear and dresses designed by Greta Plattry. By invitation. Publ.: Margaret Hodge, 15 E. 48th St., PL. 5-7630.	PLATTRY COUNTRY WEAR (498 SEVENTH AVENUE)	HOTEL AMBASSADOR BALLROOM
Wednesday Oct. 2 8:30 A.M. Breakfast	PRESS PREVIEW OF SWIMWEAR FOR 1958 Gantner of California will present their collection of swimwear to the press. By invitation. Publicity: Mrs. Jetta Meyerson, WI. 7-0987.	GANTNER OF CALIFORNIA (1410 BROADWAY)	HOTEL PLAZA TERRACE ROOM
Wednesday Oct. 2 9:15 A.M. Breakfast	PRESS PREVIEW: HOLIDAY AND CRUISE FASHIONS Preview of Cashmere coordinates, ensembles and dresses. By invitation. Contact: WI. 7-1830. Publicity: Margaret Hodge, 15 E. 48 St., PL. 5-7630.	NANETTE CASHMERES, INC.	1410 BROADWAY SHOWROOM- 18TH FLOOR

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Wednesday Oct. 2 10:00 A.M. Breakfast	HOLIDAY & CRUISE LEATHER FASHIONS Preview of Samuel Robert's Holiday and Cruise fashions in leather. <u>Showing at 10:30 A.M.</u> By invitation. Publicity: Joan Idestrom at Alan W. Bell, 437 Fifth Avenue, MU. 4-4705.	SAMUEL ROBERT, INC. (1407 BROADWAY)	1407 CLUB 1407 BROADWAY
Wednesday Oct. 2 12:30 P.M. Luncheon	FALL FASHIONS DURING LUNCHEON Claire Schaffel will present Fall fashions. Press by invitation. Public by reservation; contact: "Beverly", TE. 8-8000. Claire Schaffel contact: PL. 5-0818. Pierre Fashion Director: Nola Luxford, TE. 8-8000.	CLAIRE SCHAFFEL (558 MADISON AVENUE)	HOTEL PIERRE COTILLION ROOM
Wednesday Oct. 2 2:30 P.M.	BRIGANCE: RESORT-SPRING PRESS PREVIEW Preview of Brigance's Resort and Spring beachwear, playclothes, dresses, separates and at-home fashions. By invitation. Daily thereafter at 2:30 P.M. Contact: LO. 3-1534.	SPORTSMAKER, INC.	550 SEVENTH AVENUE SHOWROOM - 6TH FLOOR
Wednesday Oct. 2 3:30 P.M. Cocktails	PREVIEW: RESORT AND HOLIDAY FASHIONS Jay Anderson will present his "Posh" collection of better dresses. For press and buying offices, by invitation. Daily thereafter by appointment. Contact: Alexandra Sandlin, 331 E. 58th St., MU. 8-3543.	ANDERSON DESIGNS, INC. (MIAMI, FLORIDA)	SAVOY PLAZA HOTEL WILLIAMSBURG SUITE
Wednesday Oct. 2 4:00 P.M. Cocktails	PREVIEW: SPRING AND RESORT SWEATER FASHIONS Preview of Korrigan Lesur's Spring and Resort sweater collection. <u>Showing at 4:30 P.M.</u> By invitation. Publ: Ruth Hammer, 2 W. 59th St., EL. 5-7872.	KORRIGAN LESUR CORP. (580 FIFTH AVENUE)	SAVOY PLAZA HOTEL LE CHATEAU - 11TH FL.
Beginning Wednesday Oct. 2	OPENING OF RESORT AND SPRING SUITS Continuous daily thereafter. Contact: Terry Mayer, BR. 9-6560.	DAVID CRYSTAL, INC.	498 SEVENTH AVENUE SHOWROOM - 23RD FLOOR
Thursday Oct. 3 9:00 A.M. Breakfast	PREVIEW: 1958 COLE & DIOR SWIM FASHIONS Preview of Cole's 1958 collection of misses and junior beachwear; also the swimsuit collection designed by Christian Dior exclusively for Cole. <u>Showing at 9:30 A.M.</u> By invitation. N.Y. Contact: 1407 B'way, Room 2703, BR. 9-2886. Contact: Anne Cole, 2615 Fruitland, Los Angeles.	COLE OF CALIFORNIA (2615 FRUITLAND, L.A.)	HOTEL PLAZA BALLROOM
Thursday Oct. 3 10:30 A.M.	OPENING OF RESORT- SPRING COLLECTION Resort and Spring fashions at 10:30 A.M. daily. Contact: LO. 5-7514.	TINA LESER, INC.	550 SEVENTH AVENUE SHOWROOM - 20TH FLOOR
Thursday Oct. 3 12:00 Noon Luncheon	SPRING AND SUMMER FABRICS LUNCHEON Fabric Report by Estelle Hamburger. Co-Chairmen: Frances Clarke and Ann Boucher. Price: \$6.50, members; \$7.50, guests. Exhibit open 10:00 to 3:00; admission \$1.00 at door. Contact: CI. 7-3940.	THE FASHION GROUP, INC. (9 ROCKEFELLER PLAZA)	SHERATON-ASTOR HOTEL BALLROOM
Thursday Oct. 3 12:30 P.M. Luncheon	FALL COAT & SUIT FASHIONS AT LUNCHEON George Carmel's coats and suits, available at Lord & Taylor. Press by invitation. Public by reservation; contact: PL. 9-3000, Ext. 176. Fashion Director and Producer: Mary Alice Rice, CI. 6-1790.	GEORGE CARMEL, INC. (530 SEVENTH AVENUE)	HOTEL PLAZA PERSIAN ROOM

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Thursday Oct. 3 4:00 P.M. Cocktails	PREVIEW: RESORT AND SPRING 1958 COLLECTION Hathaway will present a new boutique group from the ladies division; also men's Resort fashions. By invitation. Publ: Alexis Yardley, OX. 7-5566.	C. F. HATHAWAY CO. (112 EAST 40TH ST.)	HOTEL AMBASSADOR BALLROOM
Thursday Oct. 3 8:30 P.M.	ANNUAL COTY AMERICAN FASHION CRITICS' AWARD Formal presentation of the annual Coty American Fashion Critics' Award to fashion designers, designated by a jury of seventy fashion editors. By invitation. Publicity: Eleanor Lambert, MU. 8-2130.	COTY, INC.	METROPOLITAN MUSEUM GRACE R. ROGERS AUD.
Friday Oct. 4 11:00 A.M.	PRESS PREVIEW OF RESORT-SPRING COLLECTION Trade showings Oct. 9, 10 and 15 at 11:00 A.M. By invitation and reserva- tion. Contact: Molly Porter, WI. 7-4968.	B. H. WRAGGE, INC.	550 SEVENTH AVENUE SHOWROOM - 9TH FLOOR
Oct. 5	YOM KIPPUR -- Jewish Day of Atonement (Saturday).		

-- SPRING-RESORT OPENINGS: MEMBERS OF FASHION ORIGINATORS' GUILD OF AMERICA (FOGA) --			
Beginning	LARRY ALDRICH CO., INC.	530 7th Ave. (12 Fl.)	CH. 4-1872
Monday	BEN BARRACK, INC.	498 7th Ave. (7 Fl.)	LO. 4-3923
Oct. 7	HARVEY BERIN, LTD.	530 7th Ave. (7 Fl.)	PE. 6-0206
	BRANELL.	530 7th Ave. (27 Fl.)	PE. 6-6983
	WILLIAM FOX, INC.	530 7th Ave. (21 Fl.)	OX. 5-4070
	ED GERRICK, INC.	550 7th Ave. (7 Fl.)	LO. 4-1820
	A. GOODMAN & CO., INC.	530 7th Ave. (17 Fl.)	WI. 7-4077
	GRABOIS.	498 7th Ave. (5 Fl.)	CH. 4-2767
	GROBE ORIGINALS, INC.	498 7th Ave. (16 Fl.)	BR. 9-8394
	HARMAY	498 7th Ave. (22 Fl.)	PE. 6-5547
	JACK HORWITZ ASSOCIATES	498 7th Ave. (9 Fl.)	LO. 4-1860
	JOBERE, INC.	530 7th Ave. (20 Fl.)	PE. 6-1938
	JUNIOR SOPHISTICATES CO.	498 7th Ave. (4 Fl.)	LO. 4-0462
	DAVID LEVINE CO.	530 7th Ave. (21 Fl.)	LA. 4-0237
	ROSALIE MACRINI	550 7th Ave. (11 Fl.)	CH. 4-2655
	PAUL PARNES CORP.	498 7th Ave. (10 Fl.)	CH. 4-4600
	REICH-GOLDFARB CO., INC.	498 7th Ave. (7 Fl.)	WI. 7-5374
	BEN REIG, INC.	498 7th Ave. (23 Fl.)	CH. 4-1542
	RUDOLF GOWNS	530 7th Ave. (12 Fl.)	WI. 7-6865
	MARTIN SIMON, INC.	498 7th Ave. (7 Fl.)	LA. 4-2877
	HERBERT SONDHEIM, INC.	530 7th Ave. (20 Fl.)	LA. 4-7540
	SUZANNE-AUGUSTINE, INC.	1 W. 47th St. (7 Fl.)	PL. 7-3465
	HANNAH TROY, INC.	530 7th Ave. (2 Fl.)	LO. 3-0988
	SAMUEL WINSTON, INC.	530 7th Ave. (11 Fl.)	CH. 4-2617

Monday Oct. 7 2:00 P.M.	OPENING: SPRING AND RESORT COLLECTION Showing of Spring and Resort cocktail fashions. Thereafter, daily at 2:00 P.M. Contact: LO. 4-3600. Publ: Vera Bacal-Fredy Schey, FL. 3-8421.	REMBRANDT FROCKS, INC.	498 SEVENTH AVENUE SHOWROOM - 6TH FLOOR
Monday Oct. 7 2:30 P.M.	PRESS PREVIEW: RESORT AND SPRING FASHIONS Preview of Claire McCardell's Resort and Spring collection. By invitation. Trade showings at 2:30 P.M. daily. Contact: LO. 4-2155.	CLAIRE MCCARDELL (TOWNLEY FROCKS, INC.)	550 SEVENTH AVENUE SHOWROOM - 2ND FLOOR

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Monday Oct. 7 4:00 P.M.- 7:00 P.M. Cocktails	SPRING COLLECTION BY LUIS ESTEVEZ Preview of Resort and Spring fashions, designed by Luis Estevez. By invitation. <u>Trade showings thereafter at 12:00 Noon in showroom.</u> Contact: Elizabeth Harris, LO. 4-5820.	CHENELLE-ESTEVEZ, LTD. (550 SEVENTH AVENUE)	WALDORF-ASTORIA JADE SUITE
Tuesday Oct. 8 9:30 A.M.	OPENING OF HOLIDAY AND CRUISE COLLECTION Collection designed by Helena Barbieri, with showings thereafter on Tuesdays, Wednesdays and Thursdays at 9:30 A.M. Contact: CH. 4-3169.	MODERN COUTURE, INC.	530 SEVENTH AVENUE SHOWROOM - 19TH FLOOR
Tuesday Oct. 8 12:30 P.M. Luncheon	PREVIEW: RESORT AND EARLY SPRING FASHIONS By invitation. Showings thereafter on Tuesdays, Wednesdays and Thursdays. Contact: LO. 3-0988. Publ.: Vera Bacal-Fredy Schey, 419 E. 57, PL. 3-8421.	HANNAH TROY, INC.	530 SEVENTH AVENUE SHOWROOM - 2ND FLOOR
Tuesday Oct. 8 2:30 P.M.	RESORT AND SPRING DRESS COLLECTION Daily showings at 2:30 P.M. By appointment. Contact: CH. 4-0619. Publicity: Helen O. Borger, 667 Madison Avenue, TE. 8-0937.	JERRY PARNIS, INC.	530 SEVENTH AVENUE SHOWROOM - 7TH FLOOR
Tuesday Oct. 8 3:00 P.M.	SWIMWEAR FASHION SHOWING AT COCKTAILS Preview of the Rose Marie Reid 1958 swimsuit collection to press and buyers. By invitation. Publ.: Virginia Dickson at Rose Marie Reid, PE. 6-6275.	ROSE MARIE REID, INC. (1407 BROADWAY)	WALDORF-ASTORIA STARLIGHT ROOF
Tuesday Oct. 8 4:00 P.M.	PREVIEW: CRUISE, RESORT AND SPRING FASHIONS Harmay will present their collection of dresses, costumes and suits. By invitation. Daily thereafter at 4:00 P.M. Contact: PE. 6-5547. Publicity: Pauline Greene, at Charles J. Charney, 101 W. 55th St., PL. 7-0955.	HARMAY	498 SEVENTH AVENUE SHOWROOM - 22ND FLOOR
Tuesday Oct. 8 5:00 P.M. Cocktails	PREVIEW OF RESORT & SPRING COLLECTION Press preview of Ceil Chapman's Resort and Spring fashions. By invitation. Thereafter at 2:30 P.M. Contact: LA. 4-5800.	SAMUEL CHAPMAN, INC.	530 SEVENTH AVENUE SHOWROOM - 2ND FLOOR
Beginning Tuesday Oct. 8	OPENING: RESORT AND EARLY SPRING FASHIONS Collection designed by Walter Gerson. Continuous trade showings. Contact: CH. 4-2270. Publicity: Vera Bacal-Fredy Schey, 419 E. 57 St., PL. 3-8421.	MURRAY ZENKEL, INC.	530 SEVENTH AVENUE SHOWROOM - 3RD FLOOR
Beginning Wednesday Oct. 9 10:30 A.M.	OPENING OF SPRING & RESORT COLLECTION Late day and evening fashions for Holiday, Resort and Spring, with showings at 10:30 A.M. Oct. 9, 10, 15 through 18. Contact: PE. 6-2663.	SAM FRIEDLANDER, INC.	530 SEVENTH AVENUE SHOWROOM - 25TH FLOOR
Wednesday Oct. 9 12:30 P.M. Luncheon	FUR FASHIONS AT LUNCHEON SHOW Fall and Winter fur fashions by Gunther Jaeckel will be presented during luncheon. Press by invitation. Public by reservation; contact: Headwaiter, EL. 5-3000. Publicity: Mrs. Pleasants Pennington, PL. 5-7000.	GUNTHER-JAECKEL	WALDORF-ASTORIA STARLIGHT ROOF

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Wednesday Oct. 9 12:30 P.M. Luncheon	FALL FASHIONS DURING LUNCHEON Else Fritz will present her Fall fashions. Press by invitation. Public by reservation; contact: "Beverly", TE. 8-8000. Else Fritz contact: EL. 5-9371. Pierre Fashion Director-Commentator: Nola Luxford, TE. 8-8000.	ELSE FRITZ (36 CENTRAL PK. SO.)	HOTEL PIERRE COTILLION ROOM
Wednesday Oct. 9 1:00 P.M.	OPENING OF CRUISE & SPRING FASHIONS Showing of daytime and evening collection. Thereafter at 1:00 P.M. Contact: John Brunelle, BR. 9-5644.	RICHARD COLE, INC.	498 SEVENTH AVENUE SHOWROOM - 18TH FLOOR
Wednesday Oct. 9 1:00 P.M.	RESORT & SPRING DRESS COLLECTION Junior Sophisticates will present their Resort and Spring collection at 1:00 P.M. daily. Contact: LO. 4-0462.	JUNIOR SOPHISTICATES	498 SEVENTH AVENUE SHOWROOM - 4TH FLOOR
Wednesday Oct. 9 4:00 P.M. Cocktails	PRESS PREVIEW: RESORT & HOLIDAY COLLECTION Women's and girls' Resort and Spring fashions. Showing at 4:30 P.M. By invitation. Contact: Barbara McGinniss, BR. 9-1974.	WHITE STAG (1407 BROADWAY)	HOTEL AMBASSADOR TRIAXON ROOM
Wednesday Oct. 9 5:00 P.M.-- 7:30 P.M. Cocktails	PREVIEW OF RESORT FASHIONS IN WOOL "Block Party"--fashion show featuring wool Resort fashions by leading American designers. Showings at 5:00 P.M. and 7:00 P.M. By invitation. Publicity: Toni Robin at The Wool Bureau, 16 W. 46th St., PL. 7-5092.	THE WOOL BUREAU; & HOLIDAY MAGAZINE	CHERRY LANE THEATRE 38 COMMERCE (7TH AV.)
Thursday Oct. 10 11:30 A.M. Luncheon	OPENING: COUTURE RESORT FASHIONS Showing of daytime, cocktail and evening fashions. By invitation. Daily thereafter at 11:30, by appointment. Contact: CH. 4-5693.	COUNTESS ALEXANDER	530 SEVENTH AVENUE SHOWROOM - 9TH FLOOR
Thursday Oct. 10 12:30 P.M. Luncheon	FALL AND WINTER FURS AT LUNCHEON SHOW David's collection of Fall and Winter fur fashions, designed by Capucci of Rome. Press by invitation. Public by reservation; contact: PL. 9-3000, Ext. 176. Fashion Director: Mary Alice Rice, CI. 6-1790. Publicity: Rosemary Sheehan, 27 East 37th St., MU. 5-1280.	CAPUCCI OF ROME FOR DAVID (50 W. 57)	HOTEL PLAZA PERSIAN ROOM
Thursday Oct. 10 4:30 P.M.	PRESS PREVIEW: HOLIDAY, RESORT, SPRING FASHIONS Donald Brooks will present his new fashions in misses sizes to the press. (Note Change Of Place.) Trade preview Fri., Oct. 11, at 4:30 P.M. By invitation. Thereafter by appointment. Contact: LO. 4-1320. Publicity: Ruth Hammer Assoc., 2 West 59th St., EL. 5-7872.	HEDGES, LTD. (36 WEST 38TH ST.)	TEMP. HDQ. (LORD'S) 498 SEVENTH - 14TH FL.
Beginning Thursday Oct. 10 4:00 P.M.	OPENING: RESORT & SPRING COLLECTION Daily at 4:00 P.M. by reservation. Contact: CH. 4-2617. Publicity: Eleanor Lambert, 785 Fifth Avenue, MU. 8-2130.	SAMUEL WINSTON, INC.	530 SEVENTH AVENUE SHOWROOM - 11TH FL.
Monday Oct. 14 9:30 A.M. Breakfast	PREVIEW: RESORT AND SPRING DRESS COLLECTION Branell will present their Resort and Spring fashions to the press. By invitation. Publ.: Eleanor Lambert, 785 Fifth Ave., MU. 8-2130.	BRANELL	530 SEVENTH AVENUE SHOWROOM - 27TH FLOOR

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Monday Oct. 14 1:00 P.M.	OPENING: SPRING DRESS COLLECTION Spring fashions designed by Wilson Folmar. Daily thereafter, by appointment. Contact: Bill Laird, LA. 4-8490.	EDWARD ABBOTT, INC.	530 SEVENTH AVENUE SHOWROOM - 10TH FLOOR
Monday Oct. 14 4:30 P.M.- 6:30 P.M. Cocktails	RESORT AND CRUISE FASHIONS ON S.S. NASSAU The Italian Silk Association will present a showing of Resort and Cruise fashions by leading designers and manufacturers. "Miss Italian Silk" will represent the Italian Silk Industry. By invitation. Publicity: Rasponi Assoc., Inc., 667 Madison Avenue, TE. 8-8171.	ITALIAN SILK ASS'N.	PIER 42 - MORTON ST. NORTH RIVER
Beginning Monday Oct. 14- Oct. 25	OPEN HOUSE: BOUTIQUE ITALIAN COLLECTION Fontana will present her Boutique Resort and Spring Italian fashions. By invitation. Contact: PL. 9-3000, Suite 336. Publicity: Rosemary Sheehan, 27 E. 37th Street, MU. 5-1280.	FONTANA OF ROME	HOTEL PLAZA SUITE 336
Tuesday Oct. 15 9:00 A.M. Breakfast	PREVIEW OF RESORT AND SPRING FASHIONS Preview of casual dresses and ensembles designed by Liz Claiborne. By invitation. Contact: LO. 5-2275. Publ: Margaret Hodge, PL. 5-7630.	DAN KELIER CO., INC. (498 SEVENTH AVENUE)	HOTEL STATLER SKYTOP
Tuesday Oct. 15 10:30 A.M.	PRESS PREVIEW: SPRING COUTURE COLLECTION <u>Trade showings Oct. 16-18; thereafter Tuesdays and Thursdays at 10:30 A.M.</u> By invitation. Contact: Estelle Marr, LA. 4-9350.	JANE DERBY, INC.	550 SEVENTH AVENUE SHOWROOM - 23RD FLOOR
Tuesday Oct. 15 10:30 A.M.	OPENING OF RESORT & SPRING COLLECTION Daily thereafter at 10:30. Contact: CH. 4-2659. Publicity: Vera Bacal-Fredy Schey, 419 E. 57th St., PL. 3-8421.	ELFREDA-VISIONI, INC.	498 SEVENTH AVENUE SHOWROOM - 18TH FLOOR
Tuesday Oct. 15 1:15 P.M.	OPENING OF SPRING COLLECTION Sylvia Kaplan will present daytime and late-day dresses, suits and ensembles. By reservation. <u>Daily thereafter at 1:15 P.M.</u> Contact: Genevieve Cawley, LO. 5-4115. Publicity: Rose Hilton, MU. 5-5133.	NAT KAPLAN, INC.	498 SEVENTH AVENUE SHOWROOM - 21ST FLOOR
Wednesday Oct. 16 10:00 A.M.	PRESS PREVIEW OF SPRING COLLECTION Christian Dior-New York will preview their Spring collection at 10:00 A.M. to the press. <u>Trade showings at 2:30 P.M., Oct. 17, 18, 22 and 24.</u> By invitation. Contact: Dorothy Smith, PL. 7-2024.	CHRISTIAN DIOR- NEW YORK, INC.	730 FIFTH AVENUE SHOWROOM - 7TH FLOOR
Wednesday Oct. 16 10:30 A.M.	PREVIEW: RESORT AND SPRING COLLECTION By invitation. Daily thereafter at 10:30 A.M. by appointment. Contact: Jerome Silverman, LO. 4-0616.	MARTINI DESIGNED, INC.	498 SEVENTH AVENUE SHOWROOM - 21ST FLOOR
Wednesday Oct. 16 12:30 P.M. Luncheon	FALL FASHIONS AT LUNCHEON SHOW Carrie Munn will present her daytime to evening collection. Press by invitation. Public by reservation; contact: "Beverly", TE. 8-8000. Carrie Munn contact: PL. 7-6334. Pierre Fashion Director, Nola Luxford, TE. 8-8000.	CARRIE MUNN (6 WEST 57TH ST.)	HOTEL PIERRE COTILLION ROOM

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Thursday Oct. 17 12:30 P.M. Luncheon	FALL FASHIONS AT LUNCHEON SHOW Showing of Fall collection. Press by invitation. Public by reservation; contact: Headwaiter, EL. 5-3000. Publicity: Gloria Geis, MU. 5-2300.	ARNOLD CONSTABLE	WALDORF-ASTORIA EMPIRE ROOM
Thursday Oct. 17 12:30 P.M. Luncheon	FALL FASHIONS DURING LUNCHEON Showing of Fall fashions by leading designers. Press by invitation. Public by reservation; contact: PL. 9-3000, Ext. 176. Plaza Fashion Director: Mary Alice Rice, CI. 6-1790.	MIMI TUTHILL, INC. (27 EAST 61ST ST.)	HOTEL PLAZA TERRACE ROOM
Monday Oct. 21 11:30 A.M.	PREVIEW OF SPRING COAT & SUIT FASHIONS George Carmel's Spring coat and suit collection. By invitation. Trade showings thereafter at 10:30 A.M. Contact: LA. 4-3310.	GEORGE CARMEL, INC.	530 SEVENTH AVENUE SHOWROOM - 24TH FLOOR
Monday Oct. 21 4:30 P.M. Cocktails	PRESS PREVIEW: RESORT AND SPRING COLLECTION Scaasi presents "Tradewinds", his after-five collection of Resort and Spring fashions. By invitation. Thereafter by appointment in showroom. Contact: PL. 5-4916. Publ: Maxwell-Gray, 527 Lexington Ave., PL. 3-5556.	SCAASI, INC. (45 WEST 57TH ST.)	HOTEL PLAZA WHITE & GOLD SUITE
Tuesday Oct. 22 11:00 A.M.	PRESS PREVIEW: SPRING COATS AND SUITS Seymour Fox will present Spring coats and suits. <u>Thereafter, Oct. 23-30 and Nov. 5 at 10:00.</u> By invitation. Publicity: Sally McDonald, LO. 4-3246.	FOX COAT & SUIT CO.	512 SEVENTH AVENUE SHOWROOM - 22ND FLOOR
Tuesday Oct. 22 2:30 P.M.	OPENING: RESORT AND SPRING COLLECTION Showings thereafter at 2:30 P.M., Oct. 23, 24, 29 thru 31. By appointment. Contact: LA. 4-6968. Publicity: Vera Bacal-Fredy Schey, PL. 3-8421.	MAURICE RENTNER, INC.	498 SEVENTH AVENUE SHOWROOM - 16TH FLOOR
Wednesday Oct. 23 10:30 A.M.	OPENING: SPRING COAT AND SUIT COLLECTION Arthur Jablow will present his Spring collection of coats and suits. <u>Daily thereafter at 10:30 A.M.</u> By invitation. Contact: Mrs. Lee Jablow, LA. 4-3404. Publicity: Rose Hilton, MU. 5-5133.	ARTHUR JABLOW, INC.	530 SEVENTH AVENUE SHOWROOM - 9TH FLOOR
Wednesday Oct. 23 12:30 P.M. Luncheon	SILK FASHION SHOW DURING LUNCHEON "World of Silk"--leading American designers' fashions, available at Bergdorf Goodman. Press by invitation. Public by reservation; contact: "Beverly", TE. 8-8000. Publicity: Eleanor Lambert, MU. 8-2130.	INTERNATIONAL SILK ASS'N, U.S.A.	HOTEL PIERRE COTILLION ROOM
Thursday Oct. 24 12:30 P.M. Luncheon	INTERNATIONAL FASHION SHOW Resort and Spring fashions by leading designers. Press by invitation. Public by reservation; contact: Headwaiter, EL. 5-3000. Aberfoyle contact: Florence S. Lippincott, BR. 9-5950.	ABERFOYLE MFG. CO. (1430 BROADWAY)	WALDORF-ASTORIA EMPIRE ROOM
Thursday Oct. 31 11:00 A.M.	PREVIEW OF SPRING COAT & SUIT COLLECTION Preview of Frank Gallant's coats and suits to press and buyers. By invita- tion. <u>Trade showings from Tues., Nov. 5 at 11:00 A.M. daily except Friday.</u> Contact: Herbert Gallant, LA. 4-7285.	FRANK GALLANT ORIGINALS	205 WEST 39TH STREET SHOWROOM - 5TH FLOOR

MOVIES...MUSIC...THEATRE...BALLET

- Tuesday
Sept. 24
8:40 P.M. PREMIERE: "SEARCH FOR PARADISE" (Cinerama) WARNER THEATRE, B'WAY & 47TH
Lowell Thomas will present the fourth production, based on a story of two
American aviators searching for "Shangri-La" in Central Asia. Robert
Merrill will introduce four new songs. Music and Score: Dimitri Tiomkin.
Director: Otto Lang. Publicity: Everett Callow, JU. 6-8400.
- Tuesday
Sept. 24-
Sept. 29 THIRD WEEK: ROYAL BALLET MET. OPERA HOUSE, BROADWAY & 39TH STREET
Tues., Sept. 24: "The Firebird". Wed., Sept. 25: "Le Lac des Cygnes".
Thurs., Sept. 26: "La Peri" (Premiere), "Petrouchka". Fri., Sept. 27:
"Noctambules" (Premiere), "La Peri", "The Firebird". Sat., Sept. 28:
"Sleeping Beauty". Sun., Sept. 29: "Noctambules", "The Firebird".
Publicity: Martin Feinstein, PL. 9-6000.
- Sept. 25-
Oct. 13 OPENING: 32ND ANNUAL RODEO MADISON SQUARE GARDEN, 8TH AVE., & 49TH ST.
Prices: \$2.00 - \$6.00. Publicity: Lillian Jenkins, CO. 5-6800.
- Wednesday
Sept. 25 OPENING: "FOUR WINDS" CORT THEATRE, 138 WEST 38TH STREET
The Thomas W. Phipps melodrama about an American heiress living in her Palm
Beach home, will be presented by Kenneth Wagg and Worthington Miner, starr-
ing Ann Todd and Peter Cookson. Director: Guthrie McClintic. Publicity:
Richard Maney, CI. 7-4646.
- Thursday
Sept. 26 OPENING: "WEST SIDE STORY" WINTER GARDEN, 1634 BROADWAY
Musical about an upper West Side Romeo and Juliet, involved in a youth
gang, by Arthur Laurents, Leonard Bernstein and Steve Sondheim. Director
and choreographer: Jerome Robbins. Cast features: Carol Lawrence, Larry
Kert and Chita Rivera. Settings: Oliver Smith. Costumes: Irene Sharaff.
Publicity: Reuben Rabinovitch, LA. 4-1839.
- Thursday
Sept. 26 PREMIERE: "THE JOKER IS WILD" (Movie) CAPITOL THEATRE, 51ST & BROADWAY
Based on the biography of Joe E. Lewis, written by Art Cohn, the Paramount
film will star Frank Sinatra, Mitzi Gaynor, Jeanne Crain and Eddie Albert.
Producer: Samuel J. Briskin. Director: Charles Vidor. Costumes: Edith
Head. Publicity: Grace Fischler, BR. 9-8700.
- Wednesday
Oct. 2 OPENING: "SATURDAY NIGHT KID" MOROSCO THEATRE, 217 WEST 45TH ST.
Co-starring Shelley Winters and Alex Nicol and Joseph Wiseman; the three
character play will be presented by Oliver Smith and Roger Stevens. Dir.:
Warren Enters. Publicity: William Fields, PL. 7-6846.
- Tuesday
Oct. 3 OPENING: "MISS LONELYHEARTS" MUSIC BOX THEATRE, 239 W. 45TH ST.
Lester Osterman and Alfred R. Glancy, Jr., in association with Diana Green,
will present Howard Teichmann's play, adapted from the novel by Nathanael
West; starring Pat O'Brien and featuring Fritz Weaver, Ruth Warrick and
William Hickey. Director: Alan Schneider. Sets: Jo Mielziner. Costumes:
Patricia Zippodt. Publicity: William Fields, PL. 7-6846.
- Thursday
Oct. 3 OPENING: "LOOK BACK IN ANGER" LYCEUM THEATRE, 149 WEST 45TH ST.
David Merrick will present the John Osborne drama, with an entire English
cast. Director: Tony Richardson. Publicity: Sol Jacobson and Lewis
Harmon, CH. 4-1482.
- Thursday
Oct. 10 OPENING: "ROMANOFF & JULIET" PLYMOUTH THEATRE, 236 WEST 45TH ST.
Peter Ustinov will star in his own play, presented by David Merrick.
Director: George Kaufman. Publ.: Harvey Sabinson, CI. 6-0856.